

an ad server connected to an internet;
a database connected to said ad server;
at least one webmaster server connected to said internet;
at least one internet-enabled subscriber device connected to said internet;
software instructions on each said webmaster server for collecting an e-mail address for
said subscriber device and storing said e-mail address on said database by having an operator of
said subscriber device input said e-mail address and make a selection to opt-in for delivery of
information and/or content to said e-mail address; and
software instructions on said ad server to facilitate delivery of said information and/or
content to said subscriber device, wherein said information and/or content includes an ad.

8. The system of claim 7, further comprising means to provide an incentive to said
subscriber for opting-in.

9. The system of claim 8, wherein said incentive is selected from the group consisting of
redeemable program points, prizes, discounts on goods or services, sweepstakes entries,
currency, and goods or services.

10. The system of claim 7, further comprising means for providing compensation to said
webmaster or said subscriber for referrals.

11. The system of claim 7, further comprising means for providing compensation to said
webmaster or said subscriber for subscriber responses to ads in said information and/or content.

12. The system of claim 7, wherein said information and/or content is selected from the
group consisting of ezines, newsletters, and marketing messages.

13. A method for encouraging consumers to participate in an e-mail marketing program,
comprising:

1 providing means for said consumer to opt-in to subscribe to receive ad-containing
2 information and/or content at their e-mail address from said e-mail marketing program;
3 providing software to said consumer to allow said consumer to refer other consumers to
4 said e-mail marketing program as referrals;
5 providing compensation to said consumer for any referrals; and
6 providing incentives to said consumer for responding to ads in said information and/or
7 content.

8 14. The method of claim 13, wherein said compensation is selected from the group consisting
9 of currency, goods or services, discounts on goods or services, redeemable program points and
10 prizes.

11 15. The method of claim 13, wherein said incentives are selected from the group consisting
12 of sweepstakes entries, currency, goods or services, discounts on goods or services, redeemable
13 program points and prizes.

14 16. The method of claim 13, wherein said information and/or content is selected from the
15 group consisting of ezines, newsletters, and marketing messages.

16 17. A method for encouraging webmasters to participate in an e-mail marketing program,
17 comprising:

18 providing software to said webmaster to allow said webmaster to subscribe consumers to
19 receive ad-containing information and/or content at their e-mail address from said e-mail
20 marketing program;

21 providing software to said webmaster to allow said webmaster to refer other webmasters
22 to said e-mail marketing program as referrals;

23 providing compensation to said webmaster for any referrals; and

1 providing compensation to said webmaster for subscribing consumers to said e-mail
2 marketing program.

3 18. The method of claim 17, wherein said compensation is selected from the group consisting
4 of currency, goods or services, discounts on goods or services, redeemable program points and
5 prizes.

6 19. The method of claim 17, wherein said information and/or content is selected from the
7 group consisting of ezines, newsletters, and marketing messages.

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UNITED STATES DEPARTMENT OF AGRICULTURE